

HALAL METAVERSE TOURISM: STRATEGY TO CREATE INDONESIA AS THE CENTER FOR ISLAMIC TOURISM IN THE WORLD

Haufi Sukmamedian¹, Wahyudi Ilham²

Politeknik Pariwisata Batam, Indonesia¹²

Email : : sukmamedian@gmail.com

Abstract

Tourism in Indonesia is an important economic sector. In this modern era, rapid technological developments have had a major impact on various sectors, including the tourism industry. Apart from being an economic engine, tourism is considered capable of reducing unemployment. In the national economy, tourism is a sector that is expected to increase the country's foreign exchange earnings. Indonesia is listed as the country with the second largest Muslim population in the world after Pakistan, which is expected to become a skilled driver of halal tourism in developing destinations. After the Covid-19 pandemic, tourism in Indonesia declined. Based on a Statista report, the world tourism sector lost 100.8 million jobs in 2020. Asia Pacific was the tourist area most affected by the pandemic, which lost 63.4 million jobs. One effort to restore tourism in Indonesia is by implementing metaverse tourism innovation as an effort to restore the tourism sector post-pandemic, especially to suppress the phenomenon of overtourism. Metaverse technology can help all aspects of life in the economic, educational and business sectors. It is hoped that the use of Metaverse technology can become a strategy to make Indonesia a center for Islamic tourism in the world. This research is qualitative research with a descriptive approach. Researchers use research data in the form of secondary data obtained from a number of credible sources such as scientific articles, books and a number of other sources that are credible and commonly used in research. These data were analyzed using analytical tools with stages of data collection, data selection, data reduction and drawing conclusions.

Keywords: *Halal Metaverse Tourism, Indonesia, Tourism*

1. INTRODUCTION

In this modern era, rapid technological developments have had a major impact on various sectors, including the tourism industry. Tourism in Indonesia is an important economic sector. Apart from being an economic engine, tourism is considered capable of reducing unemployment. In the national economy, tourism is a sector that is expected to increase income (Aliansyah, *et al.*, 2019). Tourism is one of the prima donnas for countries in increasing their sources of income outside of oil and gas and taxes. With this tourism, a country or more specifically the local government where the tourist attraction is located, will receive income or foreign exchange (Junaidi, *et al.*, 2020).

Tourism business is an activity that aims to provide tourism services that provide or operate tourist objects and attractions, because tourism activities for individuals can increase creative power, eliminate boredom, relax, shop, learn about the historical and cultural heritage of a particular ethnic group. The world of tourism is one of the new style industries that is able to provide rapid economic growth in terms of absorbing job

opportunities and increasing the income and standard of living of the surrounding community (Azizah, 2021).

In line with the demands of the situation, the tourism sector is experiencing the development of innovation, including the presence of halal tourism trends which have become increasingly intense in recent years (Reza, 2020). Indonesia, as a country with a majority Muslim population, is taking advantage of this great opportunity to further develop its potential in the halal tourism sector. Halal tourism is starting to develop because of the lifestyle needs of people who like to travel but still maintain sharia rules such as halal food and drinks, as well as sharia concept accommodation (Devitasari, *et al.*, 2022).

According to Syahrul *et al.* (2022) stated that the application of the concept of sharia economics in Indonesian halal tourism has attracted the attention of the government and private sector in managing various tourism potentials and products in a halal manner. The essence of sharia tourism lies in efforts to apply the basic concepts of Islam as a symbol of tourism in Indonesia. This aims to respond to tourism interest among Muslims with accommodation and restaurant facilities, including all facilities that can support the comfort of Muslim customers. Therefore, halal tourism is the provision of a private space that encourages the fulfillment of balanced spiritual and spiritual needs so that tourism is not only for enjoying nature but also becomes a spiritual journey (Samsduha, 2020).

The application of sharia economic concepts in Indonesian halal tourism has attracted the attention of the government and private sector to manage various tourism potentials and products in a halal manner (Ahmadsyah, *et al.*, 2022). The concept of halal tourism is also often referred to as Islamic tourism or syar'i magicians (Muhajir, *et al.*, 2022). In today's modern digital era, tourism is also increasingly developing and is related to technology. Digital technology in its development encourages all aspects of life, economic, social and environmental to make adjustments. The tourism sector itself is one that is affected by technological developments. The technology that is currently entering and can be used in tourism is metaverse (Demolingo, *et al.*, 2023).

According to Tukur *et al.* (2024) Metaverse is a virtual world concept that is similar to the real world, where users can interact with each other in an immersive and continuously evolving digital environment. The use of metaverse technology in the tourism industry has become a popular topic in recent years. Metaverse itself is also a concept of a connected virtual world, where users can experience a digital environment built by the latest technology (Endarto, *et al.*, 2023). Metaverse technology used in tourism can create more interesting and interactive experiences (Kouroupi, 2023).

Information technology has experienced rapid development in the modern era, including in Indonesia. Information technology includes a combination of hardware and software used to perform important tasks that people need and use every day (Demolingo, *et al.*, 2023). Due to the rapid development of technology, the world is changing rapidly and dynamically. All aspects of technological development are closely related to the economy, social and environment and the tourism sector is no exception which is impacted by developments in science and technology (Nugraha, *et al.*, 2023). According to Buhalis *et al.* (2023) Metaverse technology which was developed in early 2022 and in the tourism sector is better known as metaverse tourism.

Metaverse is closely related to AR (Augmented reality) and VR (Virtual Reality), the tourism sector is able to adapt to technology quickly, several examples where Indonesian people as tourists quickly adapt to technology, namely traveling, everyone can experience flights, hotel rooms, cooking and food preparation in virtual restaurants, tours, conferences, meetings and conventions (Baker, *et al.*, 2023).

According to Aeni *et al.* (2019) Through tourism as a sector that invests a lot of state income through various destinations, tourism will also grow economic businesses that link together and support their activities so that they can increase local original income. So the tourism sector is very capable of adapting to all existing technology, but the industrial revolution brings benefits and challenges to the socio-economic status of countries that have been involved in this transformation. The Internet has changed the world, the economic landscape and that transformation can continue (Ali, 2023). With very rapid technological advances, tourism is looking at the metaverse as an opportunity or potential for sustainable tourism or what we know as metaverse tourism (Setiawan, 2022).

Metaverse itself is a technology that combines Virtual Reality (VR) and Augmented Reality (AR) or also known as Mixed Reality. The Metaverse platform can be deployed and used specifically and directly in digital environments. AR can be enabled by technical features such as computer vision, object recognition, miniature accelerometers, global positioning systems (GPS) and semiconductor compasses (Yaqoob *et al.*, 2023). The tourism industry emphasizes that the great opportunity for metaverse tourism today and in the future lies in the adoption of advanced technologies to create extraordinary and unforgettable virtual travel experiences for tourists (Johri, *et al.*, 2024). The concept of virtual tourism can be defined as a digital approach to tourism (Riesa, *et al.*, 2020).

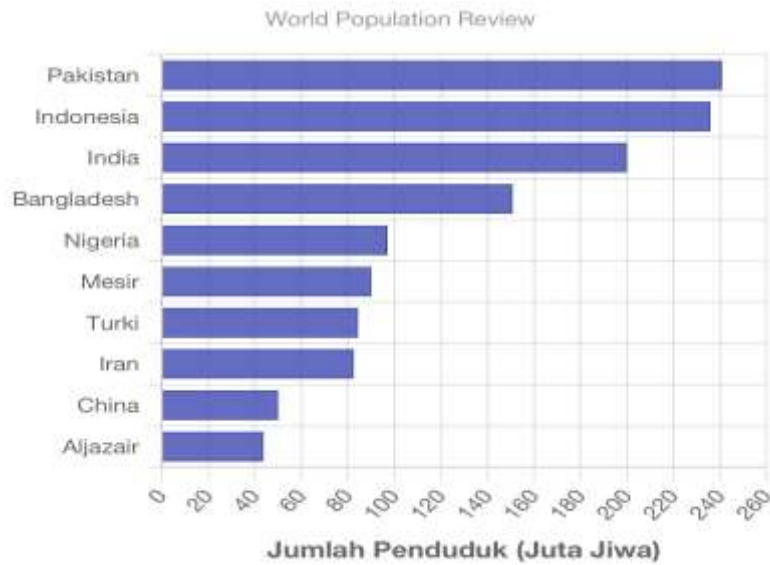
2. METHODS

Researchers believe that Halal Metaverse Tourism is one of the strategies in realizing Indonesia as the center of Islamic tourism in the world. Because Indonesia was ranked first in 2019 as the Best Halal Tourism in the World according to the Global Muslim Travel Index (GMTI) ahead of 130 other participating countries (Setiawan, 2021). And using Halal Metaverse Tourism can attract more tourists to Indonesia. This research is qualitative research with a descriptive approach, namely describing the Strategy for Making Indonesia a Center for Islamic Tourism in the World with Halal Metaverse Tourism (Fadli, 2021). The data used in this research is secondary data that researchers obtained from books, credible websites, scientific articles, books, etc. which are usually used as reference data from researchers (Adlini, *et al.*, 2022). Data sources were analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions (Rijali, 2018).

3. DISCUSSION

Potential of Halal Tourism in Indonesia

The development of halal tourism in Indonesia has been recognized worldwide. This is not without reason, considering that Indonesia has won many awards in the realm of world halal tourist destinations. In 2019, Indonesia was ranked first as the Best Halal Tourism in the World according to the Global Muslim Travel Index (GMTI) ahead of 130 other participating countries. This achievement refers to the record, 20% or around 14.92 million foreign tourists who come to Indonesia are Muslim tourists. Indonesia's achievements are also assessed in terms of access, communication, environment and service while in halal tourist destinations. Not only that, Indonesia also managed to sweep 12 of the 16 awards in the 2016 World Halal Tourism Award in Abu Dhabi (Setiawan, 2021). With the many achievements obtained, many parties are optimistic that Indonesia has great potential in developing halal tourism.



Source: World Population Review (2024)

Figure 1. Muslim Population in the World

According to the Minister of Tourism and Creative Economy (2023), Indonesia's achievements in terms of halal tourism make him very optimistic about the success of developing the concept of halal tourism in Indonesia. Another big provision for Indonesia in developing halal tourism is that the majority of Indonesia's population is Muslim (Rizaty, 2023). In fact, according to the World Population Review, Indonesia is listed as the country with the second largest Muslim population in the world after Pakistan with a Muslim population of 236 million people or around 84.35% of the country's total population (Yashilva, 2024). Indonesia's Muslim population will later become skilled halal tourism drivers in developing destinations. So, with this large capital, Muslim tourists from various countries do not need to worry about Islamophobia when on holiday in Indonesia (Beri, 2023).

Meanwhile, according to the 2022 GMTI Report, Indonesia has advantages in the service aspect and communication aspect, the community care sub-aspect. However, Indonesia has shortcomings in the accessibility aspect, namely the sub-aspects of connectivity and transportation infrastructure as well as environmental aspects, namely the sub-aspects of climate possibilities, sustainability and visitor arrivals (Gamal, 2022).

Vice President of the Republic of Indonesia KH Ma'ruf Amin (2021) stated that with the rich number and diversity of superior tourist destinations that we have, he is optimistic that Indonesia has the potential to become a leader in world-class halal tourism (Ninditya, 2021). According to Gamal (2022), the strategy for developing halal tourism includes three elements, namely:

1. Innovation

Innovation is carried out by encouraging the development of application technology that supports the implementation of halal tourism

2. Collaboration

Collaboration with various parties related to the Ministry of Tourism and Creative Economy plays a role as an active facilitator in the development of halal tourism

3. Adaptation

By providing extended services that suit tourist needs and changing trends.

The development of Halal Tourism cannot be carried out by prioritizing egosectoral issues, but must be encouraged and carried out through collaboration with various parties, such as the government through various ministries, the MUI, Bank Indonesia, the Halal Tourism Community Association, Travel Agents/Travel Organizers, and various other parties. Therefore, in order not to miss the moment, it is very important for destinations that plan to welcome Muslim tourists to continue to accommodate Muslim needs-based requirements in developing halal tourism service products. On the other hand, there are still various agendas and homework in the field of halal tourism development that must be addressed and completed so that halal tourism provides real benefits and more optimal profits (Gamal, 2022).

Indonesia has halal tourist destinations spread across various islands. One of the islands with the most potential for developing halal tourism is Lombok Island. In 2015, Lombok was named The World Best Halal Tourism Destination at the World Halal Travel Awards in Abu Dhabi (Sendari, 2023).

According to Fitriana (2023) GMTI gave a score of 76 for the quality of communication services in Lombok in 2019. This figure increased from 2018 which was only 59. Apart from Lombok, there are 4 halal tourist destinations that have the potential to be developed. These locations include (Setiawan, 2021):

1. Aceh

In 2016, Aceh was awarded the World's Best Airport for Halal Travelers and the World's Best Halal Cultural Destination from the World Halal Tourism Award. The many tourist destinations with Islamic nuances are also a special attraction for Aceh.

2. Riau islands

In line with Aceh, the Riau Islands also have great potential to become one of the Muslim-friendly tourist destinations in Indonesia. The icon of halal tourist destinations in the Riau Islands is none other than the Sultan of Riau Islands Mosque which is located on Penyengat Island.

3. West Sumatra

West Sumatra has won many prestigious achievements in the 2016 World Halal Tourism Award. West Sumatra has won at least 3 awards, namely World's Best Halal Destination, World's Best Halal Tour Operator, and World's Best Halal Culinary Destination. With this capital, it is not surprising that West Sumatra has great potential in developing halal tourism in Indonesia.

4. Jakarta

Minister of Tourism and Creative Economy Sandiaga Uno recently also signed a Memorandum of Understanding (MoU) with the Grand Imam of the Istiqlal Mosque. With this MoU, the Istiqlal Mosque will be developed as a religious tourism destination in Indonesia. The choice of Jakarta cannot be separated from its complete Muslim-friendly facilities. There are at least 510 hotels with halal certificates and 5 sharia type hotels in Jakarta.

Halal Metaverse Tourism

The World Travel and Tourism Council (2020) stated that the successful revival of the tourism industry after the Covid-19 pandemic requires the alignment of four important pillars, namely health, sustainability, security and technology. Tourism virtual reality (VR) innovation is the answer to tourists' concerns about visiting and vacationing safely during the pandemic and post-pandemic period. Travel restrictions during the pandemic sparked the birth of metaverse tourism innovation as an effort to restore the tourism sector post-pandemic, especially to suppress the phenomenon of overtourism. Based on a Statista

report, the world tourism sector lost 100.8 million jobs in 2020. Asia Pacific was the tourist area most affected by the pandemic, which lost 63.4 million jobs (Maulana, 2022).

The World Tourism Organization (UN-WTO) (2021) estimates that the tourism industry lost 320 billion US dollars in just five months between January and May 2020. This condition illustrates how big the recovery burden must be. Breakthroughs and innovation are needed to stimulate growth in the tourism sector again. The presence of metaverse tourism is a solution for the sustainability of the tourism sector which has been badly hit by the pandemic, including the halal tourism sector. Even now, the beauty of the Kaaba and the Grand Mosque can be enjoyed through virtual reality (VR) called the Virtual Black Stone Initiative.

The Kaaba metaverse allows Muslims to experience visiting the Hajr Aswad virtually before making the pilgrimage to Mecca. This virtual activity cannot be considered a real Hajj pilgrimage because there is no physical worship. This visit is a form of pilgrimage tourism presented in the metaverse, so that tourists can visit historical sites without needing to visit physically (Sorongan, 2022).

Not only that, metaverse technology is able to rebuild lost and damaged cultural heritage buildings. A researcher at the Islamic Antiquities Registration Center (IARC) succeeded in rebuilding the Badr El-Din Mosque in the Al-Sayeda Aisha area in Cairo which was completely destroyed by the 1992 earthquake and only two minarets remained. The Al Aqsa Al Sharif Mosque Complex can also be built using VR technology (Hamka, *et al.*, 2022). Metaverse technology presents opportunities for virtual halal tourism in Indonesia, which has many historical sites. In the 2021 Global Muslim Travel Index report, Indonesia is ranked 4th out of 140 countries. Malaysia took first place because it was successful in developing pilgrimage tourism with destinations based on Islamic heritage and not relying on natural tourism (Sayuti, 2023).

Indonesia's pilgrimage tourism potential is also very large. In the World Economic Forum report, Indonesia was ranked 39th for cultural heritage and 17th for biodiversity out of 139 countries. Many Islamic heritage sites in Indonesia can be rebuilt in metaverse format, such as Islamic royal palaces, tombs, mosques, Islamic boarding schools, literature and religious celebrations. VR technology will really help the promotion of Islamic historical tourist sites in Indonesia (Maulana, 2022).

The virtual travel experience allows anyone to see tourist objects in detail with very easy access, especially for access to tall buildings that are difficult to reach (Riesa, *et al.*, 2020). In the metaverse world, tourists can move and fly in all directions and can rotate horizontally or vertically. Apart from that, exploring using VR can help us learn about tourist locations before visiting the original site (Guttentag, 2010). Information in the metaverse world provides a visual representation so that tourists do not get lost when traveling directly. Tourists will have more places to visit, so tourism in less popular areas can also benefit and will really help local businesses. Virtual reality tourism can also replace travel for those who cannot travel, especially the elderly (Eddyono, 2021).

The factors that influence halal tourists lie in the quality of the experience when visiting the destination. Thus, there needs to be optimal support, both financial and non-financial, in improving the tourist experience by visiting destinations via VR or visiting destinations directly. The importance of ease of use of the VR system in influencing tourists' comfort interacting in the virtual world. Thus, it is hoped that a high quality VR system with interesting and enjoyable VR content can be accessed easily and affordably by people from various backgrounds and ages (Pajri, 2023).

People with varying levels of computer literacy will be interested in VR and navigation in VR should be as easy as possible. In supporting Muslim friendly tourism,

metaverse can also change the face of the sharia hotel industry. Travelers can get detailed information about room bookings, such as room size, price and features, just as they do now. 3D hotel tours give guests the convenience of choosing the hotel where they stay. For this reason, destination service providers, tour operators, hotels and tour booking websites, as well as travel associations, must invest in marketing their products using VR platforms (Demolingo, *et al.*, 2023). Apart from that, preparing competent human resources (HR) who understand the ins and outs of metaverse tourism who can convey comprehensive information and serve tourists, will increase the intention to visit halal tourism. Muslim tourists of course hope that most of the facilities supporting their worship will be met when traveling. Destinations that can provide a variety of facilities at all levels will be the most successful in offering unique tourism experiences to halal tourism clients (Maulana, 2022).

Virtual tourism cannot replace traditional tourism in terms of travel satisfaction. However, the metaverse can be used as an alternative recreational space for tourists who have limitations to actual travel, whether due to physical barriers, distance, financial constraints, or time. Metaverse can help tourists who have plans and desires to visit certain destinations but are hampered by the pandemic. Therefore, even though this pandemic will eventually end, the potential for metaverse halal tourism is enormous for development (Maulana, 2022).

4. CONCLUSION

Based on the explanation above, several points can be concluded regarding the use of Halal Metaverse Tourism as a Strategy to Make Indonesia a Center for Islamic Tourism in the World as follows:

1. Indonesia has great potential to become the center of Islamic tourism in the world because the Muslim population is number two in the world
2. Halal Metaverse technology can provide virtual halal tourism opportunities in Indonesia, which has many historical sites so that it can attract tourists
3. The government plays a very important role in developing and advancing Halal Metaverse Technology in Indonesia so that Indonesia can become the Center for Islamic Tourism in the World.

REFERENCES

- Adlini, M.N., Dinda, A.H., Yulinda, S., Chotimah, O., & Merliyana, S.J., 2022. METODE PENELITIAN KUALITATIF STUDI PUSTAKA. *Jurnal Edumaspul*, 6(1), 975-980.
- Aeni, Z., & Astuti, R.S., 2019. COLLABORATIVE GOVERNANCE DALAM PENGELOLAAN KEPARIWISATAAN YANG BERKELANJUTAN. *Conference on Public Administration and Society*, 1(1), 92-118.
- Ahmadsyah, I., Abdullah, I., & Jalaluddin, 2022. WISATA HALAL ACEH (Tinjauan Ekonomi Syariah). Aceh : Dinas Kebudayaan dan Pariwisata Aceh.
- Ali, M.S.M., 2023. “Ekonomi Kreatif dan Penggunaan Teknologi Digital”. Kumparan.com : <https://kumparan.com/logika-dungu/ekonomi-kreatif-dan-penggunaan-teknologi-digital-21OOPEYhnVM/1>.

- Aliansyah, H., & Hermawan, W., 2019. PERAN SEKTOR PARIWISATA PADA PERTUMBUHAN EKONOMI KABUPATEN/KOTA DI JAWA BARAT. *Bina Ekonomi*, 23(1),39-55.
- Azizah, L., 2021. Strategi Pengembangan Pariwisata Dalam Perspektif Islam Menggunakan Metode Analisis SWOT Halal Tourism (Studi Pada Destinasi Bromo Tengger Tosari Pasuruan). *Jurnal MANOVA*, 4(2), 18-36.
- Baker, J., Nam, K., & Dutt, C.S., 2023. A user experience perspective on heritage tourism in the metaverse: Empirical evidence and design dilemmas for VR. *Information Technology & Tourism*, 25, 265-306.
- Beri, 2023. “[KALEIDOSKOP] Pariwisata Bangkit, Cetak Beragam Prestasi”. Rri.co.id : <https://rri.co.id/index.php/hiburan/498203/kaleidoskop-pariwisata-bangkit-cetak-beragam-prestasi>.
- Buhalis, D., Leung, D., & Lin, M., 2023. Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97, 1-11.
- Demolingo, R.H., & Remilenita, S., 2023. Strategi Penerapan Metaverse Tourism Pada Pameran Ruang ImersifA Di Museum Nasional Jakarta. *JURNAL MANAJEMEN PERHOTELAN DAN PARIWISATA*, 6(2), 342-352.
- Devitasari, Fasa, M.I., & Soeharto. 2022. ANALISIS PENGEMBANGAN WISATA HALAL DALAM PROSPEK MEMBANTU MENINGKATKAN PEREKONOMIAN DI INDONESIA. *Jurnal Bina Bangsa Ekonomika*, 15(1), 130-139.
- Eddyono, F., 2021. PENGELOLAAN DESTINASI PARIWISATA. Jawa Timur : Uwais Inspirasi Indonesia
- Erdanto, I.A., & Murtadi, 2022. ANALISIS POTENSI IMPLEMENTASI METAVERSE PADA MEDIA EDUKASI INTERAKTIF. *Jurnal Barik*, 4(1), 37-51.
- Fadli, M.R., 2021. Memahami desain metode penelitian kualitatif. *Humanika : Kajian Ilmiah Mata Kuliah Umum*,21(1), 33-54.
- Fitriana, 2023. *TANGGUNG JAWAB PEMERINTAH DESA DALAM PENGELOLAAN PARIWISATA HALAL MENURUT AL-SIYASAH AL-SYAR’IYYAH*. Skripsi. UNIVERSITAS ISLAM NEGERI AR-RANIRY DARUSSALAM-BANDA ACEH
- Gamal, M., 2022. “Mewujudkan Indonesia sebagai Destinasi Pariwisata Halal Utama Dunia”. Kompasiana.com : https://www.kompasiana.com/merzagamal8924/62a9bb20f5f32932ae513bc4/mewujudkan-indonesia-sebagai-destinasi-pariwisata-halal-utama-dunia?page=2&page_images=1.

- Guttentag, D.A., 2010. Virtual reality: Applications and implications for tourism. *Tourism Management*, 31, 638-651.
- Hamka, Winarni, S., & Afdholy, A. R., 2022. *METAVERSE DALAM ARSITEKTUR SEBAGAI MEDIA PELESTARIAN ARSITEKTUR NUSANTARA DI INDONESIA*. Seminar Nasional 2022 SEMSINA 2022 METAVERSE: Peluang Dan Tantangan Pendidikan Tinggi ISSN 2406-9051 Di Era Industri 5.0. 178-183.
- Johri, A., Sayal, A., Chaitra, N., Jha, J., Aggarwal, N., Pawar, D., Gupta, V., & Gupta, A., 2024. Crafting the techno-functional blocks for Metaverse - A review and research agenda. *International Journal of Information Management Data Insights*, 4, 1-21.
- Junaidi, A., Ati, N.U., & Suyeno, 2020. STRATEGI PENGEMBANGAN OBYEK WISATA BUKIT TINGGI DARAMISTA DALAM UPAYA MENINGKATKAN PENDAPATAN ASLI DAERAH (PAD) (Study Kasus di Desa Daramista Kecamatan Lenteng Kabupaten Sumenep). *Jurnal Respon Publik*, 14(2),1-10.
- Kouroupi, N., & Metaxas, T., 2023. Can the Metaverse and Its Associated Digital Tools and Technologies Provide an Opportunity for Destinations to Address the Vulnerability of Overtourism?. *Tourism and Hospitality*, 4(2), 355-373.
- Maulana, I., 2022. "Metaverse dan Restorasi Wisata Halal". Travel.kompas.com : <https://travel.kompas.com/read/2022/07/05/170015127/metaverse-dan-restorasi-wisata-halal?page=all>.
- Muhajir, Ismawan, A., & Amalia, K., 2022. KONSEP BISNIS WISATA HALAL DALAM MENINGKATKAN PEREKONOMIAN DI INDONESIA. *JURNAL MAHASISWA AKUNTANSI SAMUDRA (JMAS)*, 3(4), 196-207.
- Nindtya, F., 2021. "Ma'ruf Amin optimistis Indonesia jadi pemimpin wisata halal global". Antaranews.com : <https://www.antaranews.com/berita/2482445/maruf-amin-optimistis-indonesia-jadi-pemimpin-wisata-halal-global>.
- Nugraha, R.N., Rosa, P.D., & Ivanka, M., 2023. Metaverse tourism sebagai strategi promosi wisata Museum Bank Indonesia. *Jurnal Ilmiah Wahana Pendidikan*, 9(8), 731-744.
- Pajri, N., 2023. *IMPLEMENTASI PARIWISATA HALAL DAN PENGARUHNYA TERHADAP VOLUME KUNJUNGAN WISATAWAN KE DESA WISATA ENDE KECAMATAN PUJUT KABUPATEN LOMBOK TENGAH*. Skripsi. UNIVERSITAS ISLAM NEGERI MATARAM
- Reza, V., 2020. Pariwisata Halal Dalam Pengembangan Ekonomi Indonesia. *Jurnal An-Nahl*, 7(2), 106-112.
- Riesa, R.M., & Haries, A., 2020. VIRTUAL TOURISM DALAM LITERATURE REVIEW. *Jurnal Pariwisata Bunda*, 1(1), 1-6.
- Rijali, A., 2018. Analisis Data Kualitatif. *Jurnal Alhadharah*, 17(33), 81-95.

- Rizaty, M.A., 2023. “Mayoritas Penduduk Indonesia Beragama Islam pada 2022”. DataIndonesia.id : <https://dataindonesia.id/varia/detail/mayoritas-penduduk-indonesia-beragama-islam-pada-2022>.
- Samsuduha, 2020. Wisata Halal Sebagai Implementasi Konsep Ekonomi Syariah. *Al-Tafaqquh: Journal of Islamic Law*, 1(1): 20–30.
- Sayuti, M., 2023. “Indonesia Peringkat Pertama Destinasi Wisata Halal Terbaik Dunia”. Kneks.go.id : <https://kneks.go.id/berita/569/indonesia-peringkat-pertama-destinasi-wisata-halal-terbaik-dunia?category=1>.
- Sendari, A.A., 2023. “Wisata Halal di Indonesia, Pengertian, Konsep, dan Destinasinya”. Liputan6.com : <https://www.liputan6.com/hot/read/5308260/wisata-halal-di-indonesia-pengertian-konsep-dan-destinasinya>.
- Setiawan, E., 2021. “Potensi Pengembangan Wisata Halal di Indonesia”. kemenparekraf.go.id : <https://kemenparekraf.go.id/ragam-pariwisata/Potensi-Pengembangan-Wisata-Halal-di-Indonesia>.
- Setiawan, S., 2022. “Metaverse: Peluang atau Ancaman bagi Industri Pariwisata?”. Wisestepsconsulting.id : <https://wisestepsconsulting.id/blog/metaverse-peluang-atau-ancaman-bagi-industri-pariwisata>.
- Sorongon, T.P., 2022. “Heboh Arab buat Ka'bah di Metaverse, Ada Apa Raja Salman?”. Cnbcindonesia.com : <https://www.cnbcindonesia.com/news/20220208120340-4-313722/heboh-arab-buat-kabah-di-metaverse-ada-apa-raja-salman>.
- Syahrul & Imron, 2022. Pengembangan Ekonomi Lampung Berbasis Wisata Halal. *JOURNAL OF SYARIAH ECONOMIC AND HALAL TOURISM*, 1(1), 51-56.
- Tukur, M., Schneider, J., Househ, M., Dokoro, A.H., Ismail, U.I., Dawaki, M., & Agus, M., 2024. The Metaverse digital environments: A scoping review of the techniques, technologies, and applications. *Journal of King Saud University*, 36(2), 1-16.
- World Travel and Tourism Council (WTTC), 2020. “WTTC Vision and Recommendations for Travel and Tourism Recovery Post COVID-19”. <https://wttc.org/en-gb/COVID-19/Recovery-Post-COVID-19>
- Yaqoob, I., Salah, K., Jayaraman, R., & Omar, M., 2023. Metaverse applications in smart cities: Enabling technologies, opportunities, challenges, and future directions. *Internet of Things*, 23, 1-19.
- Yashilva, W., 2024. “Indonesia Menduduki Peringkat Kedua dengan Populasi Muslim Terbanyak di Dunia”. Data.goodstats.id : <https://data.goodstats.id/statistic/indonesia-menduduki-peringkat-kedua-dengan-populasi-muslim-terbanyak-di-dunia-HP1S0>